

2014 Primary Election/Election Identification Certificates

DPS Traditional and Social Media Outreach Plan

January – May 2014

IMPORTANT DATES FOR THE 2014 PRIMARY ELECTION

Feb 18 – 28	EARLY VOTING
Mar 4	ELECTION DAY

DPS COMMUNICATIONS TIMELINE FOR PRIMARY ELECTION

Wed, Jan. 29	DPS issues statewide press release: “DPS Reminds Texans: Election Identification Certificates Available at Driver License Offices” (release attached)
Wed, Jan. 29	DPS issues Tweet related to Jan. 29 press release
Wed, Jan. 29	DPS issues Facebook post related to Jan. 29 press release
Fri, Jan. 31	DPS issues Tweet related to Jan. 29 press release
Mon, Feb. 3	DPS issues statewide press release: “Select Driver License Offices Open Saturdays to Issue Election Identification Certificates; <i>Certificates also available at mobile stations, select county locations</i>” (release attached)
Mon, Feb. 3	DPS issues Tweet related to Feb. 3 press release
Mon, Feb. 3	DPS issues Facebook post related to Feb. 3 press release
Mon, Feb. 3	DPS issues local press releases to local media announcing County-run EIC operations, providing county contact information
Mon, Feb. 3 – Wed, Feb. 19	DPS issues local press releases to local media announcing DPS mobile station locations and schedules in counties w/o a DL Office
Mon, Feb. 3 – Tue, Mar 4	DPS issues “In Case You Missed It” press releases highlighting Secretary of State press releases announcing 25 mobile station locations/schedules in select areas of the state
Wed, Feb. 5	DPS issues Tweet related to Feb. 3 press release (i.e., highlighting Saturday hours; or county-run locations; or DPS or SOS mobile station locations/schedules)
Fri, Feb. 7	DPS issues Tweet related to Feb. 3 press release
Fri, Feb. 7	DPS issues Facebook post related to Feb. 3 press release
Mon, Feb. 10	DPS issues Tweet related to Feb. 3 press release
Mon, Feb. 10	DPS issues Facebook post related to Feb. 3 press release

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Wed, Feb. 12	DPS issues Tweet related to Feb. 3 press release
Fri, Feb. 14	DPS issues Tweet related to Feb. 3 press release
Fri, Feb. 14	DPS issues Facebook post related to Feb. 3 press release
Tue, Feb. 18	DPS issues press release: [HEADLINE TBD – will remind Texans of all four ways to obtain EICs; also announce start of early voting]
Tue, Feb. 18	DPS issues Tweet related to Feb. 18 press release
Tue, Feb. 18	DPS issues Facebook post related to Feb. 18 press release
Thu, Feb. 20	DPS issues Tweet related to Feb. 18 press release
Sat, Feb. 22	DPS issues Tweet related to Feb. 18 press release (Saturday hours reminder)
Sat, Feb. 22	DPS issues Facebook post related to Feb. 18 press release (Saturday hours reminder)
Mon, Feb. 24	DPS issues Tweet related to Feb. 18 press release
Tue, Feb. 26	DPS issues Tweet related to Feb. 18 press release
Tue, Feb. 26	DPS issues Facebook post related to Feb. 18 press release
Thu, Feb. 28	DPS issues Tweet related to Feb. 18 press release
Thu, Feb. 28	DPS issues Facebook post related to Feb. 18 press release
Sat, Mar 1	DPS issues Tweet related to Feb. 18 press release (Saturday hours reminder)
Sat, Mar 1	DPS issues Facebook post related to Feb. 18 press release (Saturday hours reminder)
Sun, Mar 2	DPS issues Tweet related to Feb. 18 press release
Mon, Mar 3	DPS issues Tweet related to Feb. 18 press release
Mon, Mar 3	DPS issues Facebook post related to Feb. 18 press release
Tue, Mar 4	DPS issues Tweet related to Feb. 18 press release
Tue, Mar 4	DPS issues Facebook post related to Feb. 18 press release
Once a week until the launch of the runoff comms effort	DPS issues regular Tweets and Facebook posts reminding Texans that EICs are available at more than 220 DL offices

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IMPORTANT DATES FOR THE 2014 PRIMARY ELECTION RUNOFF

May 19 – 23	EARLY VOTING
May 27	RUNOFF ELECTION DAY

DPS COMMUNICATIONS TIMELINE FOR PRIMARY ELECTION RUNOFF

Mon, Apr 28	DPS issues statewide press release: “DPS Reminds Texans: Election Identification Certificates Available at Driver License Offices”
Apr 28 – Fri, May 3	DPS issues regular Tweets and Facebook posts related to Apr 28 press release
Mon, May 5	DPS issues statewide press release: “Select Driver License Offices Open Saturdays to Issue Election Identification Certificates; <i>Certificates also available at mobile stations, select county locations</i>”
Mon, May 5 – Mon, May 27	DPS issues regular Tweets and Facebook posts related to May 5 press release
Mon, May 5	DPS issues local press releases to local media announcing County-run EIC operations, providing county contact information
Mon, May 5 – Tue, May 13	DPS issues local press releases to local media announcing DPS mobile station locations and schedules in counties w/o a DL Office
Mon, May 5 – Tue, May 27	DPS issues “In Case You Missed It” press releases highlighting Secretary of State press releases announcing 25 mobile station locations/schedules in select areas of the state